

EC'd Yes Last Received: 09/05/2012 10:12 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.	Agency () GREAT AMERICAN MEDIA	Rep Firm
Advertiser () DSCC IE	3050 K ST NW	Sales Office () PHILADELPHIA
Product D.S.C.C. IE	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate#	Agency C/P1/P2/E	
Buyer DAN NAGELBERG	Flight Dates 10/30/2012 - 11/05/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

SC=*

-- REMARKS --

THIS IS A NEW CONTRACT
TOTAL 56,500
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00	
	2	M	6A-7A	AM NEWS Buyline Comment: AM NEWS	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
	3	TU-F	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00	
	4	M	7A-9A	TODAY SHOW Buyline Comment: TODAY SHOW	:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
	5	SA	6A-7A	EARLY AM NEWS Buyline Comment: SAT EARLY AM NEWS	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	6	SA	7A-8A	AM NEWS Buyline Comment: SAT AM NEWS	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
	7	SA	8A-10A	SATURDAY TODAY SHOW Buyline Comment: SATURDAY TODAY SHOW	:30	\$1,200.00	11/03-11/03	1	1	1	\$1,200.00	
	8	SU	6A-7A	EARLY AM NEWS Buyline Comment: SUNDAY EARLY AM NEWS	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	

Rep Order#	6849272	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

3 of 5

Printed: 09/10/2012 5:14 PM

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Estimate#

Buyer
DAN NAGELBERG

Phone#**Fax#**

Agency () GREAT AMERICAN MEDIA

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates
10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
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	20	TU-F	6P-630P	6P NEWS	:30	\$2,000.00	10/30-11/02	1	1	1	\$2,000.00	
			Buyline Comment: 6P NEWS									
	21	SA	6P-630P	6P NEWS	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
			Buyline Comment: 6P NEWS									
	22	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/30-11/02	1	1	1	\$1,500.00	
			Buyline Comment: ENTERTAINMENT TONIGHT									
	23	M	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
			Buyline Comment: ACCESS HOLLYWOOD									
	24	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
			Buyline Comment: ENTERTAINMENT THIS WEEK									
	25	TU	10P-11P	PARENTHOOD	:30	\$1,600.00	10/30-10/30	1	1	1	\$1,600.00	
			Buyline Comment: PARENTHOOD									
	26	TH	8P-9P	30 ROCK/PARKS & RECREATION	:30	\$1,400.00	11/01-11/01	1	1	1	\$1,400.00	
			Buyline Comment: 30 ROCK/PARKS & RECREATION									
	27	TH	10P-11P	ROCK CENTER NEWS	:30	\$1,600.00	11/01-11/01	1	1	1	\$1,600.00	
			Buyline Comment: ROCK CENTER NEWS									
	28	F	9P-10P	GRIMM	:30	\$2,500.00	11/02-11/02	1	1	1	\$2,500.00	
			Buyline Comment: GRIMM									
	29	F	10P-11P	DATELINE	:30	\$1,600.00	11/02-11/02	1	1	1	\$1,600.00	
			Buyline Comment: DATELINE									
	30	SA	8P-11P	DRAWA ENCORES	:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
			Buyline Comment: DRAWA ENCORES									

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Buyer DAN NAGELBERG Hiatus Weeks Salesperson FAX# 215-567-5938
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	31	SU	7P-815P		:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	
			Buyline Comment: FOOTBALL NIGHT IN AMERICA									
	32	SU	815P-1130P		:30	\$10,000.00	11/04-11/04	1	1	1	\$10,000.00	
			Buyline Comment: SUNDAY NIGHT FOOTBALL									
	33	M	11P-1135P		:30	\$2,000.00	11/05-11/05	1	1	1	\$2,000.00	
			Buyline Comment: LATE NEWS									
	34	SA	11P-1130P		:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
			Buyline Comment: LATE NEWS									
	35	SU	1130P-12A		:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
			Buyline Comment: LATE NEWS									
	36	TU-F	1135P-1235A		:30	\$500.00	10/30-11/02	1	1	1	\$500.00	
			Buyline Comment: THE TONIGHT SHOW									
	37	M	1135P-1235A		:30	\$500.00	11/05-11/05	1	1	1	\$500.00	
			Buyline Comment: THE TONIGHT SHOW									
	38	SA	1130P-1A		:30	\$800.00	11/03-11/03	1	1	1	\$800.00	
			Buyline Comment: SATURDAY NIGHT LIVE									
	39	SA	330P-7P		:30	\$600.00	11/03-11/03	2	1	2	\$1,200.00	
			Buyline Comment: NOTRE DAME FOOTBALL									

---REPORT TOTALS---

Report Totals: 40 / \$56,500.00

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--SALES MONTHLY TOTALS--

Nov 12: 40 / \$56,500.00
Sales Totals: 40 / \$56,500.00
Station Totals: 40 / \$56,500.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$201,786	CATV 0%	WAVY 28%	WGNT 3%	WPXV 0%	WTKR 21%
		WTVZ 5%	WVBT 5%	WVEC 38%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --

CASH IN ADVANCE